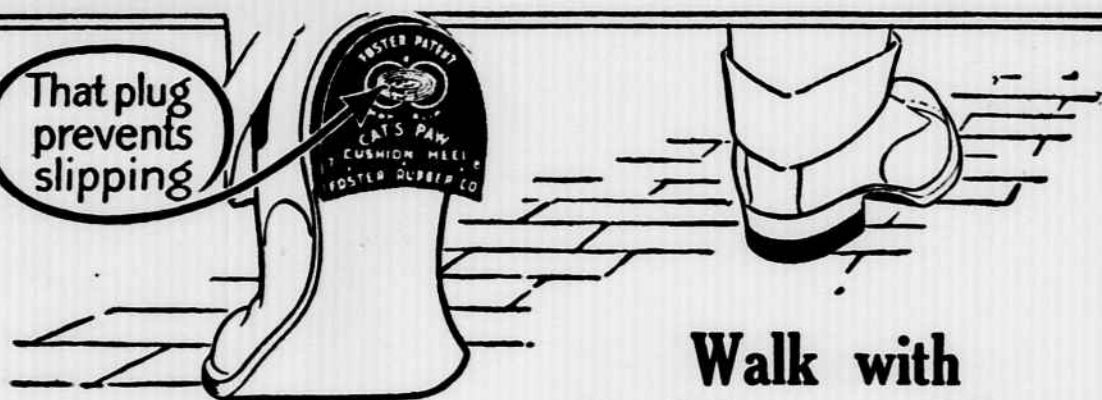


That plug
prevents
slipping



Walk with Confidence and Ease

No danger of slipping on wet sidewalks if you have **Cat's Paw Rubber Heels**. That friction plug won't let you slip. Prevents your footsteps from sounding like a "gum shoe" artist.

Go to your shoemaker today. Think of the Black Cat and ask for Cat's Paw Heels. Cost no more than ordinary kinds. Wear longer and are more resilient because of extra quality rubber.

TO THE RETAIL TRADE

It pays to give the public what they want. The majority want Cat's Paw Cushion Rubber Heels. Order from your jobber today.

We'll mail you a Black Cat Bangle Pin if you send us the name of your shoe dealer.

The name
is easy to
remember.

CAT'S PAW
CUSHION RUBBER HEELS
50¢ Attached All Dealers

FOSTER RUBBER CO., 105 FEDERAL ST., BOSTON, MASS.



Vanishing Cream needs no massaging; should be rubbed in lightly.

skin which has suffered from exposure to sun, wind and dust can be completely made over by

Pond's Extract Company's VANISHING CREAM

To put your skin into condition to make it possible to wear a dinner gown with pride, use Vanishing Cream tonight.

Notice its ready absorption, its delightful perfume of Jacque roses, and particularly the effect of just one application.

Pond's Extract for Burns, Bruises, Cuts Pond's Extract has been used for sixty years for everyday injuries. Most of us can remember many occasions when having it available has saved hours of suffering. Get a bottle today. You will be surprised how frequently you will use it.

Try These Products at Our Expense On request, we will mail samples of both Pond's Extract and Vanishing Cream. Upon receipt of 4c in stamps we will send an extra large trial tube of Vanishing Cream. Address The Pond's Extract Company, Dept. R, 131 Hudson Street, New York.

Vanishing Cream gives your skin an exquisite finish.



What one application will do

APPLY Vanishing Cream gently, without massaging.

Put on plenty and allow the skin to take it up completely.

You will be surprised at the result.

Tight, dry skin becomes softened and smoothed. Rough skin is banished. Coarsened skin takes on a transparency and delicacy which shows that a

What confidence have you in advertisements?

Read this letter—one in thousands

FRANK HERBERT OWENS, Commercialist

140 S. Ruby Street

West Philadelphia, Pa.

GEM CUTLERY COMPANY, New York City.

August 9th, 1912.

Gentlemen:—Somewhere, sometime, I read an advertisement to the effect that some day I would buy a Gem Junior, and that day would probably be when I had realized that there was a really good safety razor on the market and that that razor was the Gem Junior.

I have tried most of the safety razors whose names have appeared in print—not excepting the high priced ones—but, still having confidence in the statements made in some of the advertisements, I bought a Gem Junior Razor, expecting little, but getting much. I have one of the new outfits and I believe it is the best shaver and best saver in the field to-day. Yours very truly, FRANK HERBERT OWENS.

This is the—

Gem Jr. Damaskeene Razor

\$1.00



Outfit complete includes Gem frame, which has a reputation by itself, combination stopping and shaving handles and seven Gem Damaskeene blades, all in a velvet lined case, as illustrated—blades are packed separately in self unloading metal box.

Separate Set 7 Gem Damaskeene Blades, 35c.

Gem Jr. Damaskeene Razor and Damaskeene Blades mean shaving comfort—any wise dealer knows—ask him.

GEM CUTLERY COMPANY, 210-216 Eleventh Ave., New York
Pioneer Safety Razor Makers—31 years in business.

IMAGINATION AND MONEY

ALORDLY press agent reveals some of the mysteries of his work in our next SUNDAY MAGAZINE. By way of beginning he declares there is no mystery about it, although he admits most people think it is all mystery. In truth there are few mysteries so difficult to explain as some press agents, and for the doings of some of the ilk there can't be any explanation.

Glenmore Davis, who tells about press agents for the benefit of the readers of our Magazine, is really a literary man who turned to press work because of the fun he found in it, and his viewpoint is therefore much more impersonal than one might expect. He is one of those singularly fortunate mortals—Young-Man-Not-Afraid-of-His-Job—so he tells the truth frankly and joyously, as he understands it. Incidentally, it may be remarked, he is gifted with a gorgeous sense of humor.

The average press agent seems to think his mission in life is to turn imagination into money. When you stop to think of it that also would describe a fiction writer and ever so many other folk, including those reprehensible persons who live by their wits. Even the most unsophisticated press agent knows that he can't gain publicity by mere fulsome praise of the person or thing he is employed to exploit. So he gets his imagination to work to evolve schemes that will appeal to calloused editors as having news value or wide general interest.

The very cleverest press agents seldom write much themselves. They merely stimulate the imagination of editors and trained writers, which lessens the work and increases the effectiveness—when the press agent knows how.

It is utterly amazing how this press agent idea has grown. Time was when only the circus employed a press agent. Now every theater and every traveling company must have one. Writers, artists, business houses, even the mighty Standard Oil has press agents. Their business is to make the public support their own particular line of activity, so that, in the end, they may make more money. The press agent has become one of the biggest, most important factors in modern life, and there is no telling where he will stop.

But the press agent isn't having everything his own way. The able business men who look after advertising long ago decided that the press agent was securing a vast amount of advertising that should be paid for, and there is a battle royal on between them.

Perhaps you will gather from this that Mr. Davis's article is heavy and instructive. It is nothing of the kind, but the liveliest, most interesting sort of reading, although you will learn a lot from it while you are chuckling or are being amazed.

THE JAWS OF THE PIER is a freshwater story by Morgan Robertson. If you are familiar with his work you know that when his name is mentioned you taste at once the tang of the salt sea. For once he has transferred the scene of a story to the Great Lakes. But you still have ships and men who sail them. He can't possibly keep away from the water.

You will be so interested in the beginning of the yarn that you will not even speculate whether it has a plot or not and that straightway you are plunged into a tale that is all excitement, a tale of real men and real women.

A SUFFRAGIST CONVERSION is a merry political yarn, filled with keen, good-natured satire, by Joseph O'Brien. It is a joyous tangle of Tammany Hall, votes for women and connubial affection. It is perfectly plain that Mr. O'Brien knows about Tammany Hall, and he uses his knowledge to admirable advantage. There is really more truth than fiction in the story.

HER TIGER is one of Michael White's stories of India in which the chief characters are the kind of people we know about. There's a lot of human nature in it, being a love story primarily, and no end of excitement. There are few things that offer better excuse for excitement than the appearance of a real tiger when he isn't expected.

UNTIL you reach the next instalment, you may have come to the conclusion that the detective serial, **NO OTHER WAY**, has a title that is a misnomer, because there seem to be a dozen different ways of explaining the action, and each is a little more absurd than the other.

In the next instalment Waverton writes Mrs. Waverton that he is going to marry the wicked Mrs. Delamar, and the detectives at last conclude that they really know something. By this time you are prepared to believe that these particular detectives are as wise as they are delightful to know.